Traffic Order# 23688	
Status Confirmed	
23	
Mod#	
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7880879	

Rep Order# EC'd Yes

Printed: 09/25/2012 4:03 PM 09/25/2012 12:50 PM Showing Buylines: All Lines Last Received:

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1 of

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

815 SLATERS LANE ALEXANDRIA, VA 22314 /P1/P2/E 155/426/2601 Agency C/P1/P2/E Agency (

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012

TRACEY ROBINSON

Estimate# Phone# 2 X#

09/28/2012 - 10/04/2012

) WASHINGTON) IAMIE ANDRUS 202-872-1155 Salesperson Phone# Sales Office (Salesperson (

Flight Dates Hatus Weeks

-CONTRACT COMMENT -

CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

_	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1 Bating: 2.8	KSL 5 NW TDY 2	 6A-7A	30	09/28-09/28	1	\$200.00	; H
2 M-TH . Rating: 2.8	KSL 5 NW TDY 2 Buyline Comment: 1/Day	6 3 -78	:30	10/01-10/04	বা	\$200.00	ঘ্য
6 Rating: 2.8	TODAY SHW	7A-8R	:30	09/28-09/28	rs	\$450.00	н
7 M-TH Rating: 2.8	TODAY SHW Buyline Comment: 1/DAY	7A-8a	0 E :	10/01-10/04	ਚ	\$450.00	ঘ
11 Rating: 1.2	MEET PRESS-SUN	8A~9A	:30	08/30-08/30	Ħ	\$150.00	н
12 F Rating: 1.4	TODAY SHW2	9A-10A	:30	09/28-09/28	τ.	\$200.00	el
13 M-TH Rating: 1.4	TODAY SHW2 Buyline Comment: 1/DAY	9A-10A	30	10/01-10/04	ব ¹	\$200.00	ক
17 F Rating: 1.2	ksl 5 nms-noon	12P-1P	30	09/28-09/28		\$200.00	гd

2 of 4			TOTAL MOOUS	A.		Ħ	н	ᡏ		н	বা		ਜ	ত		દ	Ħ
×) WASHINGTON) JAMIE ANDRUS t 202-872-1155	í	1 P	\$200.00		\$80.00	\$160.00	\$160.00		\$400.00	\$400.00		\$500.00	\$500.00		\$225.00	\$400.00
Printed: 09/25/2012 4:05 PM 09/25/2012 12:50 PM ines) honest	on FAX#		4,		r i	Ħ	ਧਾ		T.	4		۲ ۲	4		ਜ	н
ij		Salespers		10/01-10/04		08/30-08/30	09/28-09/28	10/01-10/04		03/28-09/28	10/01-10/04		09/28-09/28	10/01-10/04		09/29-09/29	09/28~09/28
r# 23688 Last Received: Showing Buylines: Al	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314 P1/P2/E 155/426/2601 es 09/28/2012 - 10/04/2012	Ę		. 30		30	30	:30		300:	08.		3000:	. 30		08:	30
Traffic Order#23688	() NATIONAL MEDIA RESE 815 SLATERS LANE ALEXANDRIA, VA 22314 C/P1/P2/E 155/426/2601 C/P1/P2/E 09/28/2012 - 10/04/2012	ras Time		12P-1P		930x	4252	4P-5P		52~5305	3055-53		₫0£9−₫9	6P-630P		d069-d9	4.7-9053
Status Confirmed	Agency (815 8 AE Agency C/P1/P. Flight Dates	THE WAY															
6	KSL-TV SALT LAKE CITY r () NRCC-NATL REPUB CONG NRCC E 2012 2601 TRACEY ROBINSON	Progrem		r s nws-noon	Buyline Comment: 1/DAY	su edin-lindsy	KATIE	Katle	Buyline Comment: 1/DAX	l 5 ngs at 5	l S nws at 5	Buyline Comment: 1/DAY	L 5 NWS AT 6	ksl 5 NWs at 6	Buyline Comment: 1/DAY	l 5 nws at 6	game night live
# 7880879 s	KSL-TV SALT LAKE CITY r () NRCC-NATL REI NRCC IE 2012 2601 TRACEY ROBINSON	Day	<u> </u>	M-TH KSL			ø	M-TH KAI 1.6		F KSL.	M-TH KSL 2.8		F KSI. 3.8	M-TH KSI		SA KSI. 2.4	
Rep Order# EC'd Yes	Station B Advertiser Product Estimate# Buyer Phone#]	18 Rating: 1		22 SU Rating: 0.6	23 Rating: 1.	24 M. Rating: 1.		28 Rating: 2.	29 M- Rating: 2.		33 Rating: 3.	34 M- Rating 3		38 SA Rating: 2.	39 F Rating: 3.0

Rep Order# 7880879 EC'd Yes	Ver# 5 Mod# 2	Status Confirmed	Traffic Order# 23688 Sk	588 Last I Showing Bu	88 Printed: Last Received: 09/25/20 Showing Buylines: All Lines)12 I.	09/25/2012 4:03 PM 2:50 PM	3 of 4
Station KSL-TV SA Advertiser () N Product NRCCIE Estimate# 2601 Buyer TRACEY Phone#	KSL-TV SALT LAKE CITY r () NRCC-NATL REPUB CONG NRCC IE 2012 2601 TRACEY ROBINSON	Agency (); 815 SLA ALEXAl Agency C/P1/P2/E Flight Dates	() NATIONAL MEDIA RESEARCH FLANNING 815 SLATERS LANE ALEXANDRIA, VA. 22314 PL/P2/E 155/426/2601 ks. 09/28/2012 - 10/04/2012	IA RESEARC 4 04/2012		Rep Firm Sales Office () Salesperson () Salesperson Phone#) WASHINGTON) JAMIE ANDRUS # 202-872-1155	
Fax# In Day	Trogram		rime	Len	Dates	Spots/Week	/Week Rate	Total Spots
40 M-TH Rating: 3.0	KSL 5 NWS-6:30		G30E-7P	130	10/01-10/04	7 4	\$400.00	[4.
	Buyline Comment: 1/DAX							
44 sU Rating: 8.5	NAC SUN-FIBL		615P-930P	۳. ق	08/60-08/60	н	\$3,500.00	H
45 Rating: 6.7	KSL NFL EDITION		9302-10P	30	08/30-08/30	ਜ	00.008\$	ਜ
46 M-TU, TH Rating: 7.3	KSL 5 NWS-10		102-10352	:30	10/01-10/01	m	00.008,1\$	m
	Buyline Comment: 1/DAY							
49 Rating: 5.5	KSL 5 NWS-10		109-1035E	Ö.	09/29-09/29	स	\$1,200.00	ਜ਼
50 Rating: 8.6	KSL 5 NNS-10		10P-1035P	30	08/80-08/60	ਜ	\$2,100.00	н
51 Rating: 3.4	TONITE SAW		10352-11372	*30	09/28-09/28	н	\$550.00	Ħ
52 IU-W Rating: 3.4 Buy	nowire shw Buyline Comment: 1/Day		10352-11372	:30	10/02-10/03	N	\$550.00	Ø
54 SA Rating: 3.0	Sports beat sa		10352-11052	06:	09/29-09/29	H	\$375.00	
55 Rating: 4.4	SPORTS BEAT SU		1035P-11P	30	08/60-08/60	1	\$475.00	ri
56 SA	L&O SVU		8P-10P	:30	09/29-09/29	Ħ	\$800.00	ત

88 Printed: 09/25/2012 4:03 PM Last Received: 09/25/2012 12:50 PM Showing Buylines: All Lincs	ARCH PLANNING Rep Firm Sales Office () WASHINGTON Salesperson () JAMÍB ANDRUS Salesperson Phone# 202-872-1155 Salesperson FAX#
Traffic Order# 23688 I	Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE ALEXANDRIA, VA 22314 Salesperson (ALEXANDRIA, VA 22314 Salesperson Plight Dates 09/28/2012 - 10/04/2012 Hight Dates Salesperson P
Mod# 2 Status Confirmed	Agency (815 815 ALI Agency C/PL// Flight Dates Hiatus Weeks
Rep Order# 7880879 Ver# 5 Mod# 2 EC'd Yes	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 2601 Buyer TRACEY ROBINSON Phone# Fax#

Books null
Demos RA35+

₽

KTVX

80

KSTO

30%

KST UNKN

\$ \$ \$

KUZZ

0 % %

CABL

\$97,683

Sales Totals: 56 / \$29,305.00
Station Totals: 56 / \$29,305.00
Lines not sent/rcld/rtzn: 0 / \$0.00
—-COMPETITIVE—
Market Totals

37 / \$16,540.00

Oct 12:

Sep 12: 19 / \$12,765.00

-SALES MONTHLY TOTALS-

Report Totals: 56 / \$29,305.00

-REPORT TOTALS-